Marketing et Marketing Automation

- Oracle Eloqua Marketing Cloud Service (anciennement Eloqua. Positionné plutôt sur du B2B)
- Responsys (finalisation en cours du rachat par Oracle). Sera positionné sur du B2C
- BlueKai Big Data for Marketing (finalisation du rachat en cours). Sera intégré à la fois avec Eloqua et Responsys

Extends the World's Largest Marke*ting Cloud with the Leading Data Management Platform to Personalize Marketing Programs and Customer Experience*

- *Compendium (microblogging)*

Interactions avec les réseaux sociaux

- Oracle Social Marketing Cloud Service (anciennement Vitrue)

Oracle Social Marketing Cloud Service easily enables companies and agencies to align teams, consistently publish content, and deliver compelling social

- Oracle Social Engagement & Monitoring Cloud Service (anciennement involver et Collective Intellect)

Oracle Social Engagement & Monitoring Cloud Service provides listening, engagement and analysis capabilities across social channels to help you better understand your customers and be more engaging.

Centre de contacts

- Oracle Service Cloud (anciennement Rightnow)

Oracle RightNow Web Experience provides a rich online customer experience solution so consumers can research, purchase, or resolve issues from any device. Set a standard for best-in-class service by allowing your customers to interact on their own terms while you increase conversions and lower service costs.

Gestion de contenu

- Oracle WebCenter

Oracle WebCenter is the center of engagement for business powering exceptional experiences for customers, partners, and employees. It connects people, processes, and information with the most complete portfolio of portal, content management, Web experience management, and collaboration technologies.

Discovery / Analyse

- Oracle Endeca Information Discovery

Oracle Endeca Information Discovery is a complete enterprise data discovery platform that combines information of any type, from any source, empowering business user independence in balance with IT governance

Author

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